

(REVISED)
FIELD SALES '96 RETAIL/WHOLESALE PLANS MEETING
Two-Day Agenda

ARRIVAL NIGHT

Dinner (Andy Schindler as Speaker in Arizona) 6:00 p.m. - until

DAY ONE**General Session - (1)**

Opening Remarks	Jim Maguire	15 min.	7:45 - 8:00 a.m.
'96 Trade Mktg Overview	Bryan Stockdale	15 min.	8:00 - 8:15 a.m.
Break/Move to Breakouts		15 min.	8:15 - 8:30 a.m.

Breakout Sessions - (4)

Wholesale Plan '96	Hatter, Steen, Stockdale, Tom Sullivan	1 hr. 30 min.	8:30 - 10:00 a.m.
- Changes			
- Program Detail/Q&A			
Break		15 min.	10:00 - 10:15 a.m.

General Session - (1)

Wholesale Plan '96	Marc Kruth	45 min.	10:15 - 11:00 a.m.
- Selling Tools			
Lunch		1 hr.	11:15 - 12:15 p.m.

Breakout Sessions - (4)

'96 Pack Outlet Plans	Pettorini, Boehm, Duffy, Buckler	1 hr. 15 min.	12:15 - 1:30 p.m.
- Competitive Activity			
- '96 Strategy			
Break		15 min.	1:30 - 1:45 p.m.
- New Contracts/ Changes		1 hr.	1:45 - 2:45 p.m.
- Field Guidelines/ Q&A			
Break		1 hr. 15 min.	2:45 - 4:00 p.m.
'96 Carton Outlet Plans	Pettorini, Boehm, Duffy, Buckler	15 min.	4:00 - 4:15 p.m.
- Competitive Activity		1 hr. 15 min.	4:15 - 5:30 p.m.
- '96 Strategy			
Dinner (AJS speaks in Phila.)			6:30 p.m. until

DAY TWO**Breakout Sessions - (4), continued**

'96 Carton Outlet Plans	Pettorini, Boehm, Duffy, Buckler	1 hr. 30 min.	7:00 - 8:30 a.m.
- New Contracts/ Changes			
- Field Guidelines/ Q&A			
Break		15 min.	8:30 - 8:45 a.m.
Cigarette Outlet Strategy	Pettorini, Boehm, Duffy, Buckler	30 min.	8:45 - 9:15 a.m.
'96 Retail Accrual	Coyle, Duffy, Bomgardner, Luongo	1 hr.	9:15 - 10:15 a.m.
Break		15 min.	10:15 - 10:30 a.m.

General Session - (1)

- Retail Tools	Marc Kruth	30 min.	10:30 - 11:00 a.m.
- '96 Workplan	Colleen Coyle	30 min.	11:00 - 11:30 p.m.
Lunch		1 hr.	11:30 - 12:30 p.m.
Sales Dept. Focus	Jim Maguire	2 hrs.	12:30 - 2:30 p.m.

Sales Area Breakout Sessions - (2)

AVP Remarks/Group Disc. Q & A		1 hr. 45 min.	2:30 - 4:00 p.m.
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